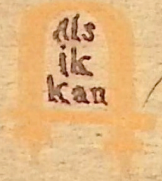
CRAFTSMAN RESTAURANT



THE CRAFTSMAN BUILDING
38TH & 39TH STREETS
EAST OF FIFTH AVE.

Cato once said of Rome's luxurious banquets, that their fascination was "not so much the pleasure of eating and drinking as finding one's self among friends and conversing with them."

Craftsman Restaurant

Gustav Stickley

The Craftsman Building

41 West 34th Street, East of Fifth Avenue

Craftsman Restaurant

Gustav Stickley

The Craftsman Building

38th & 39th Streets, East of Fifth Avenue

Gustaw Adolf Hey

THE CRAFTSMAN RESTAURANT AND CRAFTSMAN FARMS

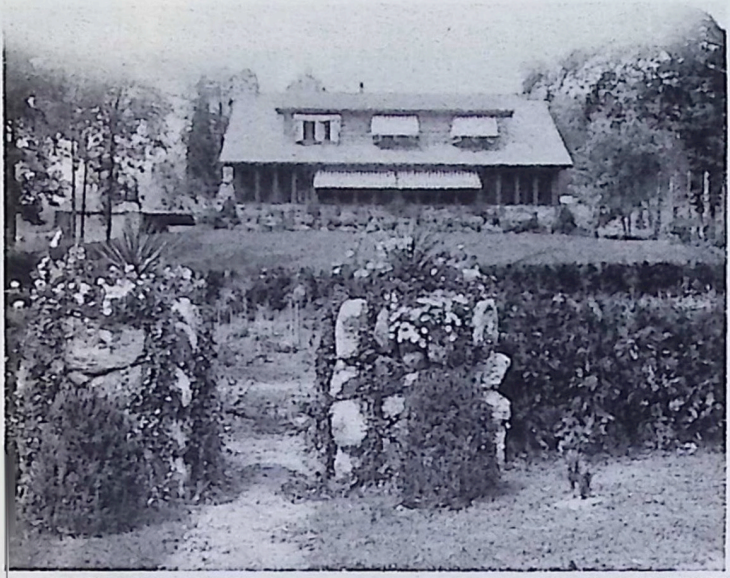
SO many of my friends have asked me why I have gone into the restaurant business in addition to making furniture, designing houses and editing a magazine, that I have thought the first page of my menu might be a good place in which to give a brief word of my motive and purpose.

I have for years had a theory about an ideal restaurant, and also I have for some time past been developing with interest and enthusiasm a farm nearby in New Jersey. My theory about a restaurant is that to be the right sort of an eating place it must be closely related to its source of supplies. In no other way can it be fully hygienic and satisfactory. The farm products must come direct from producer to consumer. To test this theory I decided to combine the Craftsman Restaurant with the Craftsman Farms, and to bring my farm products to my restaurant table in New York without the delay, and the consequent deterioration of food inevitable in many handlings by wholesale and retail dealers.

The kitchen for this Restaurant is the sunniest, lightest spot in this whole twelve-story building. It has been arranged with every sanitary detail that modern science has given the culinary world, and it would please me at any time to have my guests look in the kitchen before or after dining with us.

To those who are interested in the Craftsman Restaurant, I want to say that the furniture and furnishings have been made in my workshops in Eastwood, New York, except of course the Grueby tiles with which the fireplace is fitted and the china and silver which were specially designed for their purpose.

THE decorations and color schemes of the Restaurant and the Club Rooms on the floor below were worked out by our hostess, Mrs. Cutting, who is always here to welcome personally any guests who may wish to meet her, to talk over with them their problems of city shopping, or to help them plan afternoon teas, special luncheons, banquets or dances.



MR. STICKLEY'S HOME AT CRAFTSMAN FARMS, SEEN FROM THE ENTRANCE TO THE SUNKEN GARDEN AND ROSE GARDEN.

THE LOG HOUSE AT CRAFTSMAN FARMS

THE center of all the activities of Craftsman Farms is of course Mr. Stickley's own home, which is shown above, set among its gardens and orchards on the hillside. The main walls are of chestnut logs, cut from the surrounding woodland; the gables are covered with rived cypress shingles, stained brown, and the roof is of Ludowici-Celadon tiles, of soft green, unglazed. The fieldstone in foundation and chimneys was gathered from the site, so that altogether the building seems essentially to "belong" upon the hillside.

Later on, when Mr. Stickley has built another home nearby for himself and his family, he expects to use this log dwelling as a club house, where he can entertain his friends and all who are interested in the Craftsman Movement and Craftsman Farms. And perhaps some who dine at our Restaurant will be glad to have a glimpse of the place from which our produce comes.

THE "TWIN COTTAGES"

JUST across the road from the big log house are the "twin cottages" illustrated below. These were the first buildings to be erected at Craftsman Farms, and in one of them Mr. Stickley and his family lived while the main house was being built. The walls of each cottage are covered with brown cypress shingles, and the roofs are of rough red slate which adds a cheery note of color to the woodland landscape; while inside are the open fireplace, simple woodwork and homelike furnishings one expects to find in a Craftsman dwelling.

In addition to these and several other cottages, a Craftsman cow stable, horse stable and garage have been built, and there are also many buildings that were already on the different farms comprising the estate.

From time to time Mr. Stickley intends to add, to the present group, new cottages for the use of the people on the Farms and for the entertainment of guests; for he wishes the ruling spirit of the place to be one of simple, open-hearted hospitality.

THE "TWIN COTTAGES" ON THE HILLSIDE—THE FIRST BUILDINGS THAT WERE ERECTED AT CRAFTSMAN FARMS.

Luncheon

FRUIT COCKTAILS.

Craftsman 40
Pineapple 30
Grapefruit 30
Grapefruit, Supreme 50

OYSTERS, CLAMS AND SCALLOPS.

Cape Cod on Shell..... 25
Stewed in Milk, 30; Cream 45
Stewed, Craftsman 50
Pan Roast, Boston..... 60
Roasted in Shell with Bacon 45
Scallops and Bacon..... 40
Lynnhavens on Shell..... 30
Fried with Tartare or Tomato Sauce 40
Little Neck Clams on Shell 25
Little Neck Clams Steamed 50
Roasted in Shell with Bacon 35
Pilaff of Scallops 40

RELISHES.

Celery 20. Stuffed Celery 30. Stuffed Mangoes 15.
Queen Olives 15. Ripe California Olives 20. Radishes 15.
Pin Money Pickles 10. New Dill Pickles 10.
Salted Almonds 20. Indian Mango Chutney 20. Sardines 25.
Anchovies on Toast 40. Caviar on Toast 40.
Sardines on Toast 30. Romanoff Beluga Caviar 1.25.

SOUPS.

Clam Broth, Cup 20. Consomme, Cup 20.
Chicken Broth, Cup 25. Chicken Consomme, Craftsman 40.
Chicken with Okra 30. Tomato Bouillon 25.
Cream of Tomato 25. Sorrel 30. Puree of Green Peas 25.
Chicken with Home-made Noodles 30.

FISH, LOBSTER AND CRABS.

Broiled Live Lobster 1.00. Lobster Cardinal 75.
Lobster, Newburg (Chafing Dish) 1.25. Crab Meat, Craftsman 60.
Crab Flakes, any Style (in Chafing Dish) 1.00.
Finnan Haddie Broiled with Butter Sauce 35.
Finnan Haddie, Newburg 75. Kingfish Broiled 40.
Sea Bass Broiled 40. Smelts 30, with Tartare Sauce 40.

STEAKS, CHOPS, ETC.

Beefsteak, Craftsman 60. Small Sirloin or Tenderloin 90.
Sirloin or Tenderloin Steak, Double 1.40. Extra Sirloin 2.50.
Planked Sirloin, Craftsman 2.50 English Mutton Chop (1) 70.
Plain Mutton Chop (2) 50. Lamb Chops (1) 35, (2) 60.
Broiled Sweetbreads 75. Mixed Grill 60.

BROILED.

Spring Chicken 80-1.50
Squab Chicken 1.25
Duckling 1.00-2.00
Guinea Hen 1.00-2.00

ROAST.

Squab 1.00. Spring Chicken 1.50. Duckling 2.00.
Guinea Hen 2.00. Ribs of Beef 50. Turkey Sliced 75.

COLD MEATS.

Roast Beef 50
Beechnut Ham 35
Virginia Ham 50
Tongue 30
Assorted Cuts 75
Turkey 75
Chicken ½ 80
Sliced Capon 75
Guinea Hen ½ 1.00
Boned Chicken 60
Lobster ½ 60

POTATOES.

Boiled, Baked or Mashed 10. French Fried 15.
Lyonnaise 20. Hashed Brown 20. Hashed in Cream 20.
Hashed in Cream with Cheese 25. Sweet Potatoes Baked 15.
Fried or Grilled 20. Kentucky 20.

SALADS.

Craftsman 30. Chicken 50. Lobster 60.
Stuffed Apple 40. Lettuce Hearts, with French Dressing 25.
With Roquefort Cheese Dressing 35. Tomato 25. Arco 35.
Kuroki 35.

CHEESE.

Camembert 20. Port du Salut 20. Roquefort 20.
Cream 15. Gorgonzola 30. Stilton 25. American 15.

FRUIT.

Basket of Assorted Fruits in Season, per person 25.
Grapefruit 25. Orange 15. Apple 10. Banana 10. Pear 15.
Cal. Preserved Figs with Cream 25. Brandied Peaches, each 25.
Grapefruit and Orange Marmalade 20. Bar-le-Duc Jelly 35.

TEA, COFFEE, ETC.

Ceylon, Oolong, English Breakfast, Orange Pekoe or Green Tea, Small Pot 10, Large Pot 20. Coffee 15, Large Pot 25,
After Dinner 10. Cocoa 20. Horlick's Malted Milk 15.
Craftsman Farms Milk, Bottle 15. Buttermilk, Bottle 10.

HERD OF HOLSTEIN CATTLE GRAZING ON A HILLSIDE PASTURE NEAR THE EDGE OF THE WOODS AT CRAFTSMAN FARMS.

DAIRY PRODUCTS FOR THE CRAFTSMAN RESTAURANT

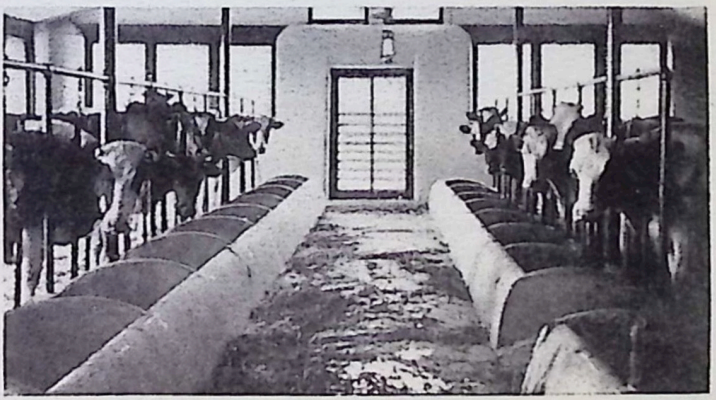
THE milk, cream and butter used in the Craftsman Restaurant are supplied by the Holstein herd at Craftsman Farms. Holsteins were chosen because long experience has proved that these cows possess all the qualifications necessary for the production of pure. nutritious milk. The breed originally came from Holland, which for over two thousand years has been the world's leading dairy country, and the care and kindness with which the Holstein has been treated there for many centuries accounts for the fact that it is, to quote one authority, "larger, stronger, healthier and longer-lived than any other cow on earth."

CARE OF THE CATTLE

IN order to ensure a high quality of milk, the cattle must be kept both healthy and happy. They need plenty of fresh air and pure water and well balanced rations, as well as clean surroundings, and a certain amount of exercise. Moreover, as the nervous condition of the cows naturally affects both the quantity and quality of the milk, it is important that they be treated with kindness. In housing, feeding and caring for our Holstein herd, all these points are kept in mind.

Below is shown the cow stable at Craftsman Farms Its walls and feed troughs are of concrete, painted and enameled so that they can be washed and scrubbed easily, while the concrete floor and other parts of the interior are so constructed and finished that they can be kept thoroughly clean. The ceiling is 15 feet high, and on three sides, east, south and west, the walls are practically of glass, which is replaced in summer with fly-screens. In winter the building is ventilated by a Craftsman Fireplace.

This stable, like the horse stable, garage and other buildings erected during the development of the Farms, was designed and built by Mr. Stickley.



INTERIOR OF THE CRAFTSMAN COW STABLE AT THE FARMS.

"WOODCREST RACHEL," THOROUGHBRED REGISTERED HOLSTEIN.

ADVANTAGES OF HOLSTEIN MILK

BEING rich in easily digested protein or body-building material, the milk of Holsteins is particularly nourishing. Moreover, its butter-fat is not only less in volume but comes in smaller particles than in other kinds of milk, and so is easier for the digestive acids to dissolve.

Some idea of the healthy condition and pleasant surroundings of the herd at Craftsman Farms may be gathered from the photographs reproduced on these pages. Each animal is a thoroughbred, registered Holstein, and their efficiency is indicated by the record of one of their number, "Woodcrest Rachel," who is pictured here. This cow made a record, as a two-year-old, of 851.85 pounds of butter and 19,443 pounds of milk in 365 days.

MILKING, SHIPPING AND PREPARATION FOR THE RESTAURANT

THE men who have charge of the cow stable at Craftsman Farms wear white duck suits which are changed daily. The cows are kept scrupulously clean, and as each one is milked her milk is taken into the milk-house (a separate building), where it is aerated and strained through strainers of the most approved type into forty-quart cans. These are shipped direct to the Restaurant in New York, where the milk needed for the tables is bottled and the remainder separated for cream or churned into butter in our dairy, right here in the building.

DRIVEWAY THROUGH THE VEGETABLE GARDENS AT CRAFTSMAN FARMS, SHOWING THE FIELDS AND PASTURES IN THE DISTANCE.

A VARIATION from the simple American dishes of our menu will be found in occasional appetizing items from the kitchens of India, China and Japan. For our cooks as well as our waiters are Japanese, and are under the direction of their fellow-countryman, T. Moto, whose ten years' service in the U. S. Navy, and nine years' stewardship at the Army and Navy Club, qualify him especially for this work.

THE CRAFTSMAN RESTAURANT IS SUPPLIED WITH POULTRY AND EGGS DIRECT FROM CRAFTSMAN FARMS, THE EGGS BEING DELIVERED AT THE RESTAURANT THE DAY AFTER THEY ARE LAID: ABOVE ARE SHOWN SOME OF THE WHITE LEGHORNS.

EQUIPMENT OF THE CRAFTSMAN RESTAURANT AND KITCHEN

The furniture and furnishings for the Craftsman Restaurant—the tables, chairs and other fittings—were designed for the Restaurant by Gustav Stickley, and made at the Craftsman Workshops.

The indirect lighting fixtures, fitted with X-ray reflectors (the Eye-Comfort Lighting System) are the product of the National X-Ray Reflector Co.

The silver was furnished by the International Silver Co. (hollow ware), and the Oneida Community, Ltd. ("Community Silver").

The china was made to order, from special Craftsman designs—the afternoon tea service by Lenox Inc., and the regular service by the Onondaga Pottery Co.

The model sanitary kitchen, which guests are cordially invited to visit, was equipped by the Bramhall Deane Co., the White Enamel Refrigerator Co., and the H. W. Johns-Manville Co. The last-named firm furnished the Audiffren-Singrun Refrigerating Machine, which not only provides refrigeration without ice, but also manufactures ice for special purposes.

ABOUT THE MENU:
This facsimile menu was prepared by the Stickley Museum at Craftsman Farms in October, 2010, as part of the Craftsman Homecoming gala celebration. The gala was held in recognition and celebration of the 100th anniversary of the Stickley family moving into the Log House at Craftsman Farms. The Craftsman Farms Foundation, Inc. is grateful for the generous support of an anonymous donor for funding this reproduction of the menu.

The original menu was used in Gustav Stickley's Craftsman Restaurant, which opened in November of 1913 on the 12th floor of The Craftsman Building, at 6 East 39th Street in New York City.

Just like fine restaurateurs today, Stickley saw local, natural, and fresh farm products to be of utmost importance to the quality of the food that he served in his restaurant. That local food — including fruit, vegetables, dairy products, eggs and poultry — came to the restaurant directly from Craftsman Farms each morning. Even drinking water was drawn from "the springs high up on the hills of Craftsman Farms."

THE STICKLEY MUSEUM AT CRAFTSMAN FARMS

2352 Route 10 West Morris Plains, New Jersey 07950
973.540.0311; info@stickleymuseum.org; stickleymuseum.org

The Stickley Museum entrance is located on Route 10 West at Manor Lane, about 3 miles west of I-287 in Parsippany-Troy Hills, New Jersey. Driving directions are available at stickleymuseum.org.

Craftsman Farms, the former home of noted designer Gustav Stickley, is owned by the Township of Parsippany-Troy Hills and is operated as the Stickley Museum at Craftsman Farms by The Craftsman Farms Foundation, Inc. The Foundation is a 501 (c)(3) not-for profit organization incorporated in the State of New Jersey.

Restoration of the National Historic Landmark, Craftsman Farms, is made possible, in part, by a Save America's Treasures Grant administered by the National Parks Service, Department of the Interior, and by support from Morris County Preservation Trust, The New Jersey Historic Trust, and individual members. The Craftsman Farms Foundation received an operating grant from the New Jersey Historical Commission. The Craftsman Farms Foundation gratefully acknowledges a grant from the New Jersey Cultural Trust.

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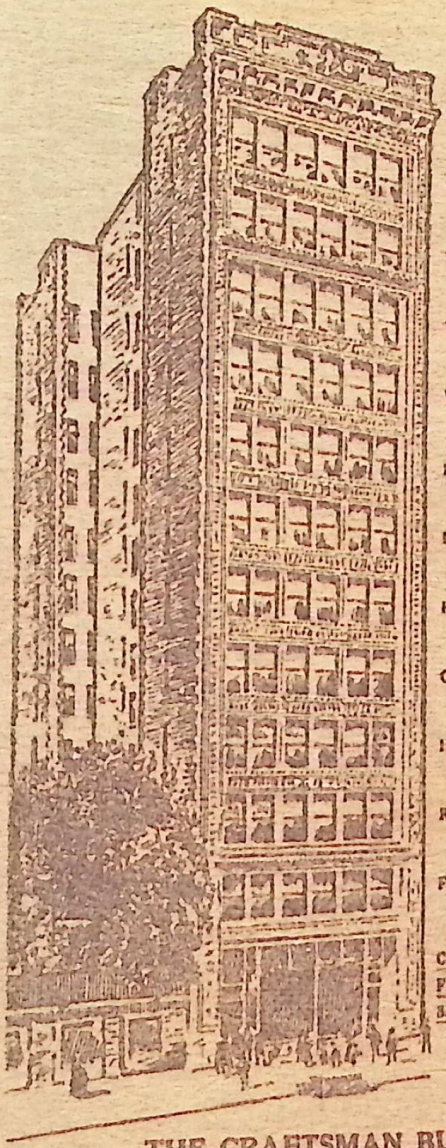
Thackeray once said:

"A man who brags regarding himself, that whatever he swallows is the same to him, and that his coarse palate recognizes no difference between venison and turtle, pudding or mutton-broth, as his indifferent jaws close over them, brags about a personal defect—the wretch—and not about a virtue. It is like a man boasting that he has no ear for music, or no eye for color, or that his nose cannot scent the difference between a rose and a cabbage."



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